

TITLE OF EVENT/ PROGRAMME:

ChatAPT - Talk 3: From Copy to Connection: Storytelling in Modern Advertising

THEME OF THE EVENT/ PROGRAMME:

Exploring the role of storytelling in contemporary advertising and understanding how it transforms brand communication.

DATE: September 18, 2024

VENUE: Seminar Hall, Asutosh College Centenary Building

COLLABORATOR/S (IF ANY): Department of Communicative English and IQAC, Asutosh College

OBJECTIVE/ PURPOSE: To provide students with insights into modern advertising practices through the lens of storytelling, highlighting the creative and strategic aspects of copywriting in the industry.

SPEAKER/S / RESOURCE PERSON/S: Sumantra Bose, Senior Copywriter, The STUPID.Collective (Alumnus, Department of Communicative English, Asutosh College)

TARGET AUDIENCE/ PARTICIPANTS: Students, alumni and faculty members of the Department of Communicative English

BRIEF REPORT ABOUT THE EVENT/ PROGRAMME:

The Department of Communicative English organised the third talk in its ChatAPT alumni talk series on September 18, 2024. Sumantra Bose, a distinguished alumnus and senior copywriter, delivered an engaging session titled “From Copy to Connection,” emphasising the power of storytelling in advertising. The session was interactive and insightful, offering students valuable takeaways on creativity, audience connection, and content strategy.

EXPECTED OUTCOME:

Participants were expected to gain a clearer understanding of contemporary advertising techniques, the significance of storytelling in branding, and the evolving role of copywriters in the creative industry.

GEO-TAGGED PHOTO:



